

CA Intelligence Report

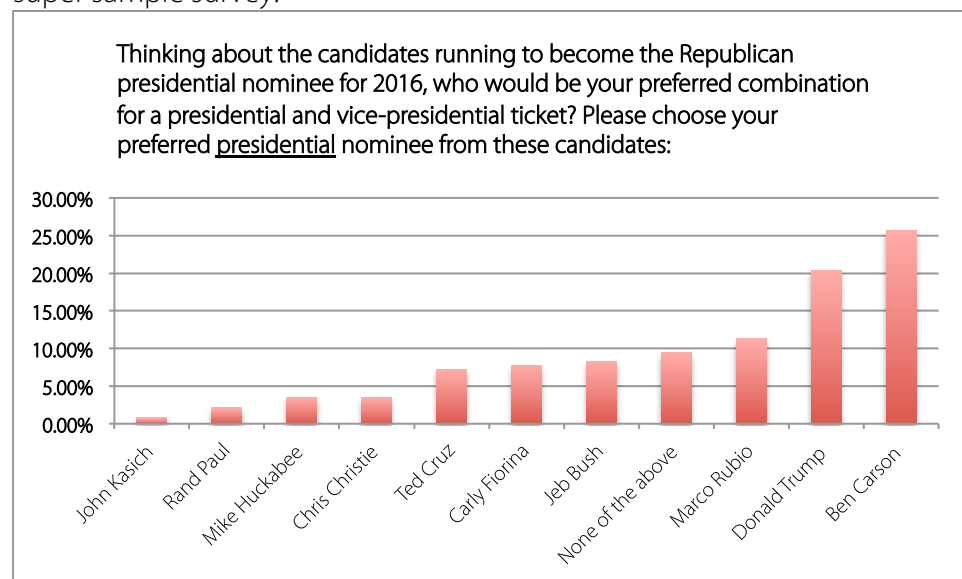
In addition to our ongoing political super sample, CA periodically undertakes small-scale polls in order to probe the electorate's views on topical issues that are having an impact on the race. This is intended to give us greater insight into which issues will continue to shape the debate (and how), and which are likely to fade away.

For this we surveyed 779 registered voters, including 389 registered Republicans and 169 registered Democrats. The survey was undertaken October 6th to October 8th. This analysis separates Republicans from Democrats.

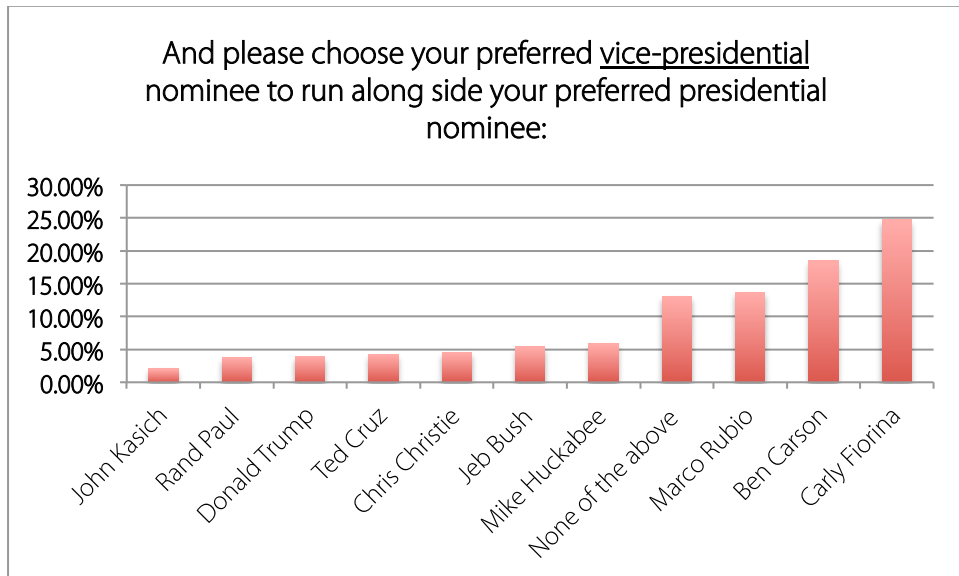
Veep could be game changer

Whereas in CA's ongoing political survey respondents are asked to choose only their preferred candidate for the GOP nomination, in this poll participants were asked to consider their preferred combination (among the candidates running for the GOP nomination) for a presidential and vice-presidential Republican ticket. This helps illuminate how the eventual nominee's choice of a running mate could impact voter perception.

Interestingly, when respondents consider a two-person team instead of just a single candidate, Ben Carson supplants Donald Trump as the top choice among Republican voters; 26% say Carson should be the presidential nominee, compared to 20% who choose Trump. In our main super sample survey Trump is currently in the lead, at 33.5%, while Carson is a distant second at 15%. Marco Rubio also fares considerably better when the question is asked this way, coming in third at 11%, versus 5.5% in the super sample survey.



When respondents were asked who should be the vice-presidential candidate, Carly Fiorina, at 25%, is GOP voters' first pick. She is followed by Carson, in second place at 19%, with Rubio in third, at 14%.



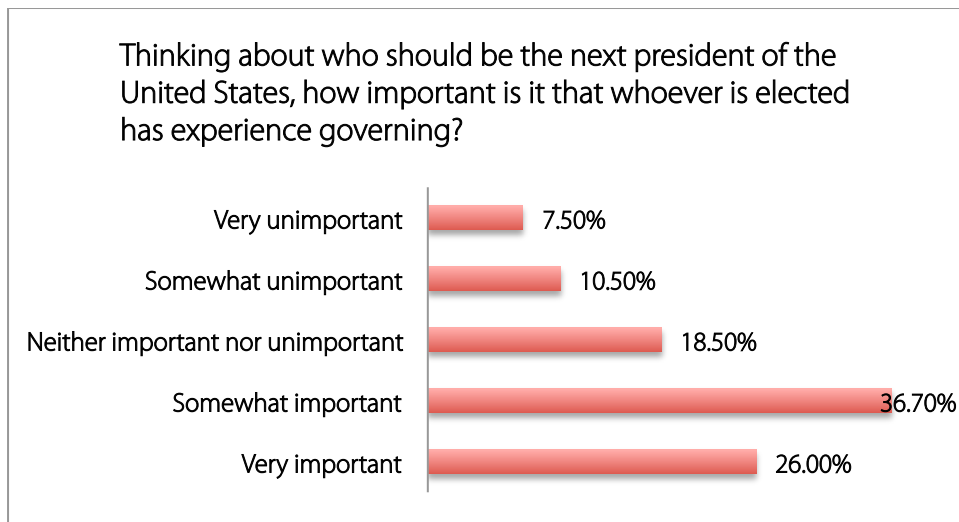
This poll does not tell us the ideal combination that individual respondents have in mind, but we can still draw some interesting insights from the results. Firstly, voters clearly (and unsurprisingly) see Trump as an all or nothing candidate, reflected in the fact that only 4% chose him as their preferred vice-presidential candidate. Second, while the electorate (as yet) does not see Fiorina as a presidential candidate (only 6 % say they think she will win the nomination), a significant number of voters do see her an attractive vice-presidential running mate. Finally, the results of the running mate question may portend a tension within the electorate between wanting a so-called outsider candidate and understanding that choosing someone with no political and governing experience would be a political risk for the party. More on this last point in the next section.

Who will win? Outsiders vs. Establishment

While the outsiders – most notably, Trump and Carson – are clearly in the lead, the more establishment-friendly candidates, including Fiorina, Rubio, Jeb Bush and Ted Cruz, are still in the game. And with 64% of GOP voters still undecided, whether the electorate will roll the dice with a maverick candidate or settle on a safer option is still an open question.

This indecision is reflected in the fact that Republican voters seem to prefer a

candidate with governing experience, but also prefer someone who is an outsider and not a politician. When asked how important it is that the next president of the United States has governing experience, 63% say it is either very or somewhat important.



Meanwhile, when presented with a series of statements weighing the benefits of choosing an outsider candidate against the risks inherent in choosing someone with no experience in politics or government, respondents lean heavily towards the former.

Nearly a third (31%) say that “the next president should definitely be an outsider, and the greater risk would be choosing another candidate whose main experience in politics”. A further 25% say, “It would be better if the next president is someone with a successful career outside of politics, but it’s still more of a risk”. And 29% say “It would be more risky to select an outsider candidate to be the next president, but if the candidate is good enough it would be worth the risk”, Only 9% of respondents say that “It would be too risky for an outsider candidate with no experience in politics or government to be the next president”.

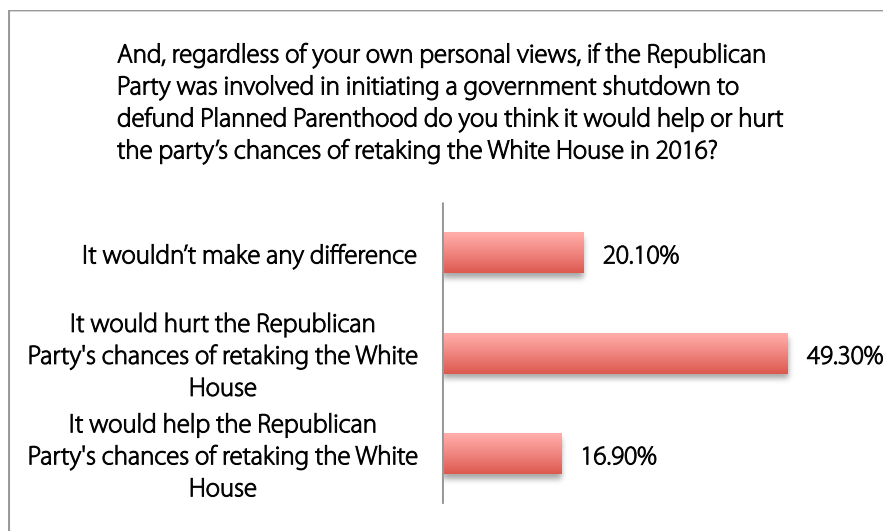
The electorate’s apparent desire to have both a fresh face and an experienced pair of hands on the wheel indicates that candidates hoping to take home the prize must convince voters that they are both of these things. It is also possible that candidates may want to give signals as to who their running mates might be before they are selected as the nominee, in a bid to balance the ticket and allay any concerns voters may have with them either being too inexperienced or too insider.

Planned Parenthood

Our poll shows that a strong majority (67%) of Republican voters support defunding Planned Parenthood, but they are mostly against initiating a government shutdown to achieve this aim. That said, this issue is rife for microtargeting as there are sizeable groups on both sides of the debate, including a fifth (20%) of the electorate who are against defunding the organisation, let alone initiating a shutdown.

Nearly four in 10 (39%) voters are either very or somewhat in favour of the shutdown option, while 45% are opposed. Around a third (34%) say that if a presidential candidate supported a shutdown it would make them more likely to vote for that candidate, while the same proportion (34%) say the opposite and 28% say it would make no difference.

Candidates seeking to make hay of the issue should tread carefully, however, as a large number (49%) believe that supporting shutting down the government would hurt the party's chances of retaking the Whitehouse in 2016. Only 17% believe it would help the Republican's chances, and the rest say it would either make no difference or they're not sure.

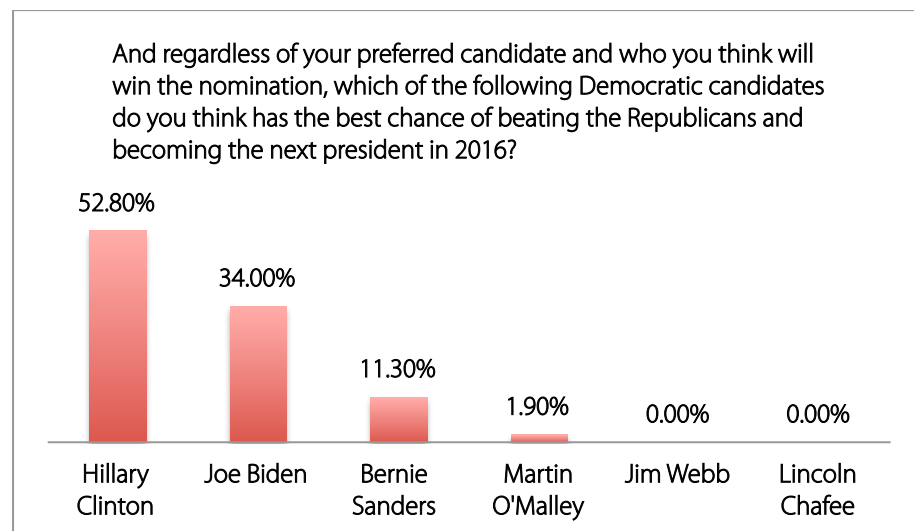


Hillary Clinton

It's no surprise that when it comes to the controversy over Hillary Clinton's use of a private email server while she was secretary of state, opinion is sharply drawn along partisan lines. But the extent to which Democrat voters who took our survey purport to be unmoved by the on-going brouhaha may indicate that this is not the issue the eventual nominee will need to persuade swing voters to take a pass on Clinton 2.0.

When asked, 62% of Democrat respondents say the controversy doesn't affect their view of Clinton at all, and 72% say it does not constitute a criminal act. Meanwhile, 72% of Republicans say it makes them view Clinton "much more negatively" (for the rest, presumably their view of her couldn't get any worse) and 72% say they believe it does constitute a criminal act.

Furthermore, while Democratic voters say they are divided as to their preferred candidate for the nomination, a strong majority (64%) believe that Clinton will be the nominee, and 52% believe she is the candidate with the best chance of beating the Republicans in 2016. Democrats are also far more likely than Republicans to say that it's either very or somewhat important for the next president to have governing experience (87% vs. 63%), and are significantly more wary about the risks of selecting an outsider candidate.



Foreign Policy

On the Iran nuclear deal, 87% of Republican voters say it is either very or somewhat important to them, and 65% think the next president should repeal it, while only 16% think it should be upheld and the rest aren't sure. Nearly as many (81%) Democrats say the deal is important to them, but not surprisingly 65% think it should be upheld.

On the crisis in Syria, Republican voters tend to favour a non-interventionist approach, though just under a quarter support the U.S. using its military to help end the war. But the largest plurality think the U.S. should stay out of the dispute, including not spending any additional money on aid and not taking any of the refugees. As with the Iran deal this is a polarizing topic, with 49% of Democrats saying the U.S. should take in

refugees displaced by Syria, compared with only 12% of Republicans who support taking in Syrian refugees.

